

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1. (Currently Amended) A method to monitor presentation of video-on-demand (VOD) content, the method comprising:

obtaining subscriber metering data corresponding to media content presented at a first subscriber site, the subscriber metering data determined using a site metering device;

obtaining determining server metering data determined using a server metering device in communication with a VOD server, the VOD server configured to provide the VOD content specifically to [[a]] the first subscriber site [[in]] among a plurality of subscriber sites, the server metering device being different from the site metering device and located separate from the first subscriber site, the server metering device communicatively coupled to the VOD server using an interface separate from a distribution network used to convey the VOD content from the VOD server to the first subscriber site; and

determining subscriber metering data corresponding to media content presented at the first subscriber site using a site metering device; and

electronically combining the subscriber metering data and the server metering data to monitor the VOD content provided specifically to the first subscriber site, the subscriber metering data indicating whether the VOD content was selected for presentation at the first subscriber site, and the server metering data identifying the VOD content provided by the VOD server specifically to the first subscriber site and also uniquely identifying the first subscriber site.

2.-3. (Cancelled)

4. (Original) A method as defined in claim 1 wherein the server metering data comprises VOD content metadata.

5. (Original) A method as defined in claim 1 wherein the server metering data comprises VOD content identification information.

6. (Cancelled)

7. (Previously Presented) A method as defined in claim 1 wherein the server metering data comprises a set-top box identifier associated with the first subscriber site.

8. (Cancelled)

9. (Original) A method as defined in claim 1 wherein the server metering data comprises VOD server information.

10. (Previously Presented) A method as defined in claim 9 wherein the VOD server information describes a status of a VOD session initiated between the VOD server and the first subscriber site.

11. (Original) A method as described in claim 10 wherein the status of the VOD session corresponds to at least one of beginning the VOD session, ending the VOD session, providing informational status, starting a VOD stream during the VOD session, stopping a VOD stream during the VOD session, performing a navigation operation during the VOD session or performing a trickmode during the VOD session.

12.-15. (Cancelled)

16. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises VOD activity information.

17. (Previously Presented) A method as defined in claim 16 wherein the VOD activity information comprises a VOD virtual channel selected to receive the VOD content.

18. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises VOD content identification information.

19. (Cancelled)

20. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises VOD content metadata.

21. (Previously Presented) A method as defined in claim 1 wherein the subscriber metering data comprises at least one of a public or private content identifier included in a data bit stream used to carry the VOD content.

22. (Original) A method as defined in claim 21 wherein the at least one of the public or private content identifier corresponds to at least one of an MPEG-2 data field or an AC3 data field.

23. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises viewing information.

24. (Original) A method as defined in claim 23 wherein the viewing information comprises at least one of content codes or content signatures.

25. (Original) A method as defined in claim 23 wherein the viewing information comprises an indicator corresponding to whether a subscriber viewing device is turned ON.

26. (Previously Presented) A method as defined in claim 23 wherein the viewing information corresponds to operating states associated with presenting the VOD content.

27. (Original) A method as defined in claim 26 wherein the operating states comprise at least one of a play state, a resume state, a mute state, a pause state, a rewind state or a fast-forward state.

28. (Original) A method as defined in claim 1 wherein the subscriber metering data comprises subscriber identification information.

29. (Original) A method as defined in claim 28 wherein the subscriber identification information comprises at least one of a set-top box identifier, a VOD content order request or VOD billing information.

30. (Cancelled)

31. (Original) A method as defined in claim 1 wherein the subscriber metering data is stored in at least one viewing record.

32. (Original) A method as defined in claim 31 wherein the viewing record comprises at least one of a home unit identifier or a set-top box identifier.

33. (Original) A method as defined in claim 31 wherein the subscriber metering data is timestamped.

34.-36. (Cancelled)

37. (Original) A method as defined in claim 1 wherein combining the subscriber metering data and the server metering data comprises augmenting the subscriber metering data with at least selected portions of the server metering data.

38. (Original) A method as defined in claim 1 wherein combining the subscriber metering data and the server metering data comprises projecting the server metering data onto the subscriber metering data based on statistical characteristics common to the subscriber metering data and the server metering data.

39. (Original) A method as defined in claim 1 wherein combining the subscriber metering data and the server metering data comprises projecting a plurality of subscriber metering data onto the server metering data based on statistical characteristics common to the plurality of subscriber metering data and the server metering data.

40.-41. (Cancelled)

42. (Original) A method as defined in claim 1 wherein combining the subscriber metering data and the server metering data comprises verifying the subscriber metering data based on the server metering data.

43.-59. (Cancelled)

60. (Currently Amended) An article of manufacture storing machine readable instructions that, when executed, cause a machine to:

obtain determine server metering data corresponding to a video-on-demand (VOD) server configured to provide VOD content specifically to a first subscriber site
[[in]] among a plurality of subscriber sites;

obtain determine subscriber metering data corresponding to media content presented at the first subscriber site; and

combine the subscriber metering data and the server metering data to monitor the VOD content provided specifically to the first subscriber site, the subscriber metering data indicating whether VOD content was selected for presentation at the first subscriber site but not identifying the VOD content, and the server metering data identifying the VOD content provided by the VOD server specifically to the first subscriber site and also identifying including an identifier to uniquely identify the first subscriber site, the subscriber metering data and the server metering data to be combined based on the identifier.

61. (Original) An article of manufacture as defined in claim 60 wherein the server metering data comprises at least one of VOD content metadata, VOD content identification information, subscriber identification information or VOD server information.

62. (Cancelled)

63. (Original) An article of manufacture as defined in claim 60 wherein the subscriber metering data comprises at least one of VOD activity information, VOD content identification information, VOD content metadata, viewing information, subscriber identification information or audience demographics.

64. (Cancelled)

65. (Original) An article of manufacture as defined in claim 60 wherein the machine readable instructions, when executed, cause the machine to combine the subscriber metering data and the server metering data by at least one of augmenting or verifying the subscriber metering data with at least selected portions of the server metering data.

66. -71. (Cancelled)

72. (Currently Amended) A system to monitor presentation of video-on-demand (VOD) content, the system comprising:

a metering home interface to process a captured image to determine subscriber metering data corresponding to VOD content presented at a first subscriber site;

a metering server interface to determine server metering data corresponding to

a VOD server configured to provide the VOD content specifically to [[a]] the first subscriber site [[in]] among a plurality of subscriber sites, the metering server interface being different from the metering home interface and located separate from the first subscriber site, the metering server interface communicatively coupled to the VOD server without being communicatively coupled to a distribution network used to convey the VOD content from the VOD server to the first subscriber site; and

a metering home interface to determine subscriber metering data corresponding to media content presented at the first subscriber site; and

a central facility to combine the subscriber metering data and the server metering data by replacing first metering data included in the subscriber metering data with second metering data included in the server metering data to monitor the VOD content provided specifically to the first subscriber site, the first metering data included in the subscriber metering data indicating that VOD content was selected for presentation at the first subscriber site ~~but not identifying the VOD content~~, and the second metering data included in the server metering data identifying the VOD content provided by the VOD server specifically to the first subscriber site and also identifying including an identifier to uniquely identify the first subscriber site, the subscriber metering data and the server metering data to be combined based on the identifier.

73. (Cancelled)

74. (Previously Presented) A system as defined in claim 72 wherein the server metering data further comprises at least one of VOD content metadata, or VOD server information.

75. (Cancelled)

76. (Currently Amended) A system as defined in claim 72 wherein the subscriber metering data comprises at least one of VOD activity information, VOD content identification information, viewing information, subscriber identification information or audience demographics.

77. (Cancelled)

78. (Previously Presented) A system as defined in claim 72 wherein the metering server interface comprises a back-channel monitor to monitor back-channel information received by a VOD service provider from the first subscriber site.

79. (Cancelled)

80. (Previously Presented) A system as defined in claim 72 wherein the metering server interface comprises a VOD server information generator to generate VOD server information to describe a status of a VOD session initiated between the VOD server and the first subscriber site.

81. (Original) A system as defined in claim 80 wherein the status of the VOD session corresponds to at least one of beginning the VOD session, ending the VOD session, providing informational status, starting a VOD stream during the VOD session, stopping a VOD stream during the VOD session, performing a navigation operation during the VOD session or performing a trickmode during the VOD session.

82. (Previously Presented) A system as defined in claim 72 wherein the metering home interface comprises a set-top box monitoring interface to monitor operation of a set-top box configured to receive the media content provided to the first subscriber site.

83.-94. (Cancelled)

95. (Previously Presented) A system as defined in claim 72 wherein the metering home interface comprises an on-screen display reader to process a display of a presentation device located at the first subscriber site.

96.-101. (Cancelled)

102. (Previously Presented) A system as defined in claim 72 wherein the metering home interface comprises a sniffer device to monitor at least one of back-channel communications or broadcast channel communications between a VOD service provider and the first subscriber site.

103.-106. (Cancelled)

107. (Previously Presented) A system as defined in claim 72 further comprising a metadata tagger unit to include VOD content metadata in the VOD content.

108. (Previously Presented) A system as defined in claim 107 wherein the metering server interface comprises a metadata tag collector to collect metadata from the VOD content.

109. (Previously Presented) A system as defined in claim 107 wherein the metering home interface comprises a metadata tag extractor to extract metadata from the VOD content.

110. (Currently Amended) A system as defined in claim 72 wherein the ~~central~~ facility is to select at least a portion of the server metering data based on the subscriber metering data.

111. (Currently Amended) A system as defined in claim 110 wherein the ~~central~~ facility is to select the portion of the server metering data based on a set-top box identifier included in the subscriber metering data.

112. (Currently Amended) A system as defined in claim 111 wherein the ~~central~~ facility is to verify the subscriber metering data with the portion of the server metering data.